

BRIGHT PROSPECTS. FOR MOTOR CARS

Well Known Manufacturer
Tells Why 1923 Should Be
Prosperous Year.

By ALTON G. SEIBERLING,
Vice President and General Manager of the
Haynes Automobile Company.

With a balanced prosperity, which includes all classes and is based upon economical production, safely entrenched for the winter and all indications pointing to an even greater revival in early spring, the automobile business, according to reports from all over the country, is looking forward to one of the best seasons in its history.

The usual lull in automobile manufacturing that occurs at the approach of cold months has been conspicuous for its absence this year and especially in this regard has the demand increased for closed cars.

Every winter sees communities better prepared to resist the steep of traffic due to heavy snowfall. Every year sees more roads paved and greater precautions to keep the highways open for year around traffic. Chicago boasts that it maintains 500 miles of boulevards free from snow.

And so the automobile owner who used to park his automobile in the family garage now drives his machine the year around. And to-day more motorists are turning to the closed car in order that they can travel comfortably no matter what the temperature.

The farmer is making greater strides in regaining his place in the march of prosperity. While his returns from the wheat crop have not been as great as expected, the price in corn has stiffened. Huge especially have rallied and afford a very satisfactory price for corn. Dairy products and eggs have gained in price. The Southern States are also prosperous, their income from cotton being fairly well up to the level of the things they want to buy. The farmer, in other words, is ready to buy automobiles. In the first place he does not strike. His stake in his country outweighs his grievances. He works. And this confidence reflects and lends encouragement to the restoration of stabilized business conditions. The farmer, too, is more dependent than ever on the automobile, especially when in front of his farm well paved roads lead to the city and town. Business from the farmer alone is expected to keep the wheels in the automobile industry turning for many a week without regard to the increasing demand from other fields.

The menace of strikes has been removed and wages are maintaining their high standard. This means that thousands of workers—workers who a few years ago were content with bread, clothes and a home—will be in the market for automobiles. And the business man, who is also riding the wave of prosperity, is expected to increase the growing demand for automobiles.

With two of the greatest automobile shows in the industry's history scheduled at New York and Chicago the first of the year, factories all over the country are making plans to take care of the impetus received from this source.

The Dort Motor Car Company has just completed a year of creditable achievement, having reduced its indebtedness of more than a million and a half dollars by 50 per cent, according to a statement made by F. A. Aldrich, treasurer of the company, to financial and commercial companies. In view of the depression existing at the beginning of the company's fiscal year, November 1, 1921, this achievement is regarded as highly satisfactory.

New Distributors for Columbia Six



One of the important events on Automobile Row during the last week was the formation of Roskam Motor Sales Company, Inc., and their establishment in the Fisk Building at Fifty-seventh street, as metropolitan distributors of the Columbia Six, the well known Detroit product.

I. Edward Roskam, one of the best known dealers in the city, who has successfully sold many lines of cars here over a long period of years, heads the new company. He has associated with him as general sales manager another practical and experienced automobile man in L. J. Seebek, who has sold Peerless, Overland and Willys-Knight cars in this territory for the last twelve years.

In connection with the opening of the large sales headquarters in the Fisk Building, the company has established and completely equipped a service station at 109 to 123 West Sixty-fourth street.

J. Kemper Ellison, Eastern sales

PEED IS SALES MANAGER OF WILLYS OVERLAND CO.

John N. Willys, president of the Willys-Overland Company, announces the appointment of L. G. Peed to the position of sales manager to succeed A. C. Barber, who recently resigned to take the presidency and management of the Overland Motor Company of Chicago.

Mr. Peed has come up through the Willys-Overland organization, joining the New York branch in 1917 as sales manager of the Broadway store. He was later made sales manager of the New York branch and in 1919 became assistant Eastern division manager.

In 1921 Mr. Peed came to Toledo as manager of the local branch and held that position until last March, when he was appointed assistant to Mr. Barber, which position he held until his appointment as sales manager this week.

REELECT OFFICERS OF PACKARD COMPANY

Alvin Macauley has been reelected president and general manager of the Packard Motor Car Company. Russell A. Alger was reelected vice-president and Frederick H. Robinson secretary and treasurer.

All directors, including Frederick M. Alger, Richard P. Joy, Alvin Macauley, Truman H. Newberry, James T. McMillan, Russell A. Alger and Henry E. Bodman were reelected at the annual meeting of stockholders.

J. G. Vincent was reappointed vice-president of engineering, E. F. Roberts vice-president of manufacturing, H. H. Hills, vice-president of distribution, J. J. Marks, comptroller, Milton Tibbels patent counsel and H. N. Davos technical service manager.

The annual statement of the company showed it earned enough profits in the last six months of the fiscal year to wipe out losses in the first six months and give a net profit of \$2,115,228 for the year.

SENTIMENT FOR UNIFORM CAR TARIFFS ABROAD

Sentiment in favor of uniform international tariffs on motor cars is gaining ground abroad. In the opinion of H. H. Rice, treasurer of the National Automobile Chamber of Commerce, who has just returned from the other side.

Mr. Rice talked with many leading motor vehicle manufacturers and dealers in Europe and Great Britain. He found that the new American motor tariff, offering lower duties to those countries which favor the United States, is creating a receptive attitude abroad. A good deal of protectionist sentiment remains, to be sure, but lower duties for United States automotive products are being seriously considered in many quarters.

Spain, Italy, Belgium and Holland have already benefited from the new motor tariff.

SPECIAL DESIGNS SHOWN AT SALON

Models for Various Specific
Uses Will Be Exhibited
This Year.

Marked progress in the tendency to provide motor cars designed and built for special uses will be disclosed at the eighteenth annual automobile salon opening next Sunday evening at the Hotel Commodore. This tendency, of course, concerns those motorists who are able to maintain more than one car and many of them own upward of five or six. Records show that in New York alone there are over 10,000 in this class of automobile owners.

The most common of special cars are those designed for city driving and of which the town car type is an example. This year's salon will disclose not only two new types designed for this purpose, but many changes and innovations in existing types. In some cases it is merely a matter of body design, while in others the chassis also is built for a specific use. An example of the latter is found in a new car of French design and American manufacture which will make its debut at the salon. Known as a Volture de Ville, this new product is intended to meet the special requirements of present day city traffic conditions.

The large, powerful touring car and the smaller sport models are designed especially for long trips in one case and short trips or suburban driving in the other. As presented by the salon this season they will be found in both open and closed body types. In this general class, the foreign cars to be exhibited—there is a record group from seven European nations included—will prove unusually interesting. Of equal interest is the fact that the fourteen makes of high priced American cars to be shown will not suffer in comparison. To the contrary, many of the most important developments will be found on cars of domestic design and manufacture.

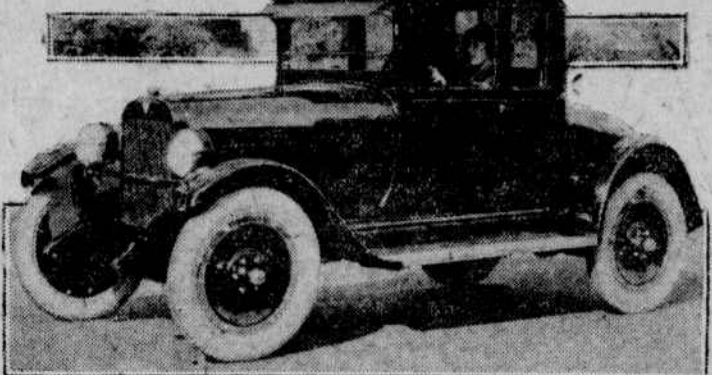
Some twenty different types will be included among the salon exhibits, every one of which is ideally suited for special usage. Altogether it will be found that the all purpose car has no place among the four hundred of motordom.

PEERLESS DISTRIBUTORS OPEN NEW BUILDING

The Van Cortlandt Vehicle Corporation, direct Eastern factory branch of the Peerless Motor Car Company, celebrates to-morrow both its sixth anniversary and the opening of the new five story Peerless Building at the corner of Broadway and Sixty-second street.

The new building has a five story exterior of white limestone marked off in squares. The interior of the corner salesroom at Broadway and Sixty-second street, which is 60x100 feet, is especially well lighted by extra large glass windows extending clear to the sidewalk.

New Maxwell Club Coupe



The Colt-Stewart Company at Columbus Circle is showing this fine new Maxwell model which incorporates all the best practices in closed car construction. It is exceedingly comfortable, easy to drive and sturdy and serviceable.

Along the Row

H. R. Voipey, who is sales manager of the Franklin Motor Car Company, was made vice-president last week. The president is W. O. Crabtree. These two men are old friends and were business associates several years ago in the motor truck business.

All records for time between Milwaukee and St. Paul were shattered last week by a five passenger Oakland car making the run of 283 miles in nine hours and five minutes actual running time, just thirty minutes faster than the fastest night train between these two points. Time was taken out for meals only. Four persons were carried on the trip.

Realizing that the complete enjoyment of motoring depends largely upon complete motoring equipment, many manufacturers are now including with every car turned out without additional cost, so-called "extras" which only a few years ago every automobile buyer had to pay extra for if he wanted them installed or attached. It is a part of the evolution of the industry from the period when it was very much of a "game" and the operation of automobiles a luxury to the period in which it is a regular business and the operation of automobiles a proposition of transportation.

In building the new Commander car, which will sell for \$5,000, the Commander Motors Corporation has gone further than many manufacturers in this matter of complete equipment. Many of the devices and accessories which used to be classified as "extras" are made a part of the car at the factory. The front and rear bumpers are built right into the frame. Special Honda-dale hydraulic shock absorbers are so placed that they are out of sight. The fire pump, which is driven through the transmission, is readily accessible under all conditions. There are two spare wheels, complete with tires, tubes and covers, and a rack for each on either side of the car forward of the front door, locked with Yale padlocks. Each car carries a large patent leather trunk in the rear, which contains two black leatherette suit cases. Several compartments have been conveniently placed throughout the car for curtains and personal articles, used in traveling. The tools are carried in a rack set into the compartment in the front door on the driver's side.

The lighting equipment is particularly interesting because it includes not only the regular headlights but two spotlights, two

luncheon lights and one light under the hood, the latter lighting up both sides of the engine. In addition there is a trouble light at the end of a seventeen foot cord.

It is announced that plans for a merger of the American Motors Corporation of Plainfield, N. J., and the Bessemer Motor Truck Company of Grove City and Philadelphia, Pa., have been completed and await only the approval of stockholders to become effective. The consolidated company will be known as the Bessemer-American Motors Corporation and will have a capitalization of \$2,000,000 of 5 per cent, participating preferred stock and 200,000 shares of common stock, with assets in excess of \$3,000,000. It is understood that the same interests that have been identified heretofore with the management of the two companies will continue in charge of operations, but that there will be a general consolidation of activities. In both organizations, with a consequent reduction in expense and increase in efficiency and economy.

Kidde & Co. of 102 Park avenue, whose factory is located in East Greenwich, R. I., report a big sale of the Davy safety garage heater not only in New York and Eastern territory but in every section where heating is necessary. The crisp days have called the owners to give a thought to heating their garage and the Davy heater has been in big demand. The Davy heater has many advantages. It is simple to install, automatic in operation and maintains a uniform temperature. You light it and forget it, as the thermostat control insures a comfortably heated garage at all times at a very small cost. It has been approved by the leading gas companies and fire departments.

The entire sales force at the Champion Spark Plug Company was in convention at Toledo last week, receiving the details of the plans of Mr. R. A. Stranahan, president, for aggressively pushing the Champion business next year. The Champion Company is the largest in the world, making about 60 per cent of all the spark plugs produced—5,000,000 in 1922—but plans for 1923 call for greatly increased production.

CLOSED CARS WILL DOMINATE SHOW

Big Event in January Promises to Break All Local Records.

The recent reminder that the annual National Automobile Show at Grand Central Palace is only a few weeks away was served as usual to set the motoring world to wondering just what the great expectation will bring to light.

Is the ideal car finally to stand forth in all the radiance of perfection; will the new accessories fill the gaps that have barred the way to perfect comfort; will prices be revised up, down or across? These and a thousand other conjectures are filling the mind of the man who owns, or intends to own, a car. These are the puzzling questions that are agitating the motorist who feels that the old car should make way in the garage for a new and, uttering edition in the year of grace 1923.

Bigger, brighter, more interesting than ever is the promise that is held out for the 1923 show which takes place January 6 to 12. If the time promise that was made for this show of a decade ago, and every other annually display before and since. And annually enough the yearly display invariably has lived up to the optimistic prediction of its sponsors. Since the far gone days in the early part of the century no National Automobile Show has ever failed to provide a wealth of entertainment not only for the man who drove a car but equally so for the man who hoped to.

It is conceded that the coming display will be dominated by the closed types of cars. More and more the motorist is evincing the desire for the sleek, sleek typified by the limousine, the sedan, the coupe and the various combinations of these three standard types put out with more or less whimsical names. Protection from the weather when protection is needed, explains the great and growing popularity of the closed car. It comes in conjunction with the proved beauty design which in balmy weather permits of all the advantages of an open car.

Each year has brought greater luxury of interior fittings and upholstery to such a pronounced degree that even the lowest priced cars have needed to make no apology for the lack of riding comfort. It is safe to assume that the models in the Palace show will demonstrate superiority over all previous efforts in this line.

The accessory makers combine their new products to no particular time of the year, but the most important are usually reserved for the National Show. Many hundreds of accessory exhibitors are already listed, and the motorist will find a journey among the displays quite as fascinating and informative as in previous years. And he is certain to find some surprises.

Light Six Sedan
\$1395 f.o.b.
Detroit

Light Six Touring
\$985 f.o.b.
Detroit

Announcing the Appointment of
The Roskam Motor Sales Co., Inc.
as Metropolitan Distributors of

The Columbia Six

with Showrooms in the Fisk Building
Broadway at 57th Street
Service Station, 109-123 West 64th Street

Sport Roadster \$995

Business Coupe \$1235

Elite Coupe \$1925

Elite Sedan \$1995

Columbia Light Six Specifications
6-cylinder, 50 h. p. Continental "Red Seal" Motor;
Timken axles—Front and Rear;
Durston Transmission with Timken Bearings;
Auto-Lite Starting, Lighting and Ignition;
Wood Wheels (Steel Wheels \$30 extra);
31x4 Cord Tires. Fisk 6-ply; Gemmer Steering Gear;
Borg & Beck Clutch; Spicer Universal Joints;
Stromberg Carburetor; Harrison Radiator;
Genuine Leather Upholstery; Barrel Lamps;
Heavyweight, Deep Drawn Crown Fenders;
Wheelbase: 115 in; Weight: (Touring Car) 2400 lbs.
All Prices F. O. B. Detroit.

EQUIPMENT

Automatic windshield wiper. Rear-view mirror. Beaded radiator. Heater. Courtesy light. Jeweled eight-day clock. Cowl ventilator. Thief-proof transmission lock. Rainvisor. Opalescent corner lights. Massive headlights. Artistic coach lamps. Four doors that swing wide open. Simple automatic window lifts raise or lower plate-glass windows.

The pride which a former generation found in Studebaker equipage is modernized in the Special-Six Sedan.

This Sedan is built in Studebaker plants, under highest standards of manufacture—the use of the finest materials and most skillful workmanship.

It is a rare combination of beauty and all-year utility. It is economical to buy and own.

Its fascinating lines are enhanced by artistic paneling, coach lamps and massive headlights. The interior is finished in exquisite taste. There is inviting depth to the nine-inch cushions and a fine harmony

nizing of upholstery and carpeting.

The thorough dependability of the Special-Six with its flexibility, quick acceleration and ample power, carries the endorsement of many thousands of owners.

The four-bearing crankshaft, seven-inch frame with five cross-members, sub-frame supporting the motor and separate unit transmission, rear axle shaft of special alloy steel—these and other Special-Six improvements add greatly to motoring satisfaction.

The Special-Six Sedan well upholds the Studebaker 70-year reputation for business integrity and genuine value.

MODELS AND PRICES—f. o. b. factories					
LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Pass., 112" W. B., 40 H. P.		5-Pass., 119" W. B., 50 H. P.		7-Pass., 126" W. B., 60 H. P.	
Touring	\$1275	Touring	\$1275	Touring	\$1750
Roadster (3-Pass.)	975	Roadster (2-Pass.)	1250	Speedster (4 Pass.)	1835
Coupe-Roadster		Roadster (4-Pass.)	1275	Coupe (4 Pass.)	2400
(2-Pass.)	1225	Coupe (4-Pass.)	1875	Coupe (5 Pass.)	3550
Sedan	1550	Sedan	2050	Sedan (Special)	2750

Non-Skid Cord Tires, Front and Rear, Standard Equipment

THE STUDEBAKER CORPORATION OF AMERICA

1700 Broadway, Manhattan
MANHATTAN
1121 St. Nicholas Avenue
2923 Seventh Avenue
79 Fulton Street
57 Second Avenue
BRONX
223 East 149th Street
3408 Grand Concourse
908 Southern Boulevard
415 Tremont Avenue
QUEENS
8343 Jamaica Avenue, Woodhaven
2332 Myrtle Avenue, Ridgewood
139-20 Hillside Avenue, Jamaica
1469 Bedford Ave., Brooklyn
BROOKLYN
6001 Fourth Avenue
2623 Bedford Avenue
1435 Eastern Parkway
892 Broadway
STATEN ISLAND
120 Bay Street, Tompkinsville
238 Richmond Avenue, Port Richmond

THIS IS A STUDEBAKER YEAR